

Message Text

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R 130227Z AUG 77
FM SECSTATE WASHDC
TO AMCONSUL MILAN
AMEMBASSY PARIS
AMEMBASSY ROME

UNCLAS STATE 192307

E.O. 11652:N/A

TAGS: BEXP, FR, IT

SUBJECT: INTERNATIONAL MARKETING CENTERS

1. SEVERAL YEARS AGO BIC DEVELOPED CONCEPT OF OVERSEAS
TRADE PROMOTION FACILITY WITH BROADER AND MORE FLEXIBLE
APPROACH TO EXPORT MARKETING. "INTERNATIONAL MARKETING
CENTER" (IMC) CONCEPT WAS DESIGNED PROVIDE GREATER ACCESS
TO WESTERN EUROPE MARKETS THROUGH MEDIUM OF ESTABLISHED
TRADE FAIRS OPERATING IN THAT AREA WHILE CONTINUING OFFER
BSP AND OTHER ADVISORY SERVICES IN PERMANENT FACILITY.
GERMANY WAS SELECTED AS FIRST LOCATION. (THIS CONCEPT ALSO
HAS REGIONAL APPLICATIONS AND SINGAPORE TRADE CENTER IS
CONSIDERED IMC. EVEN THOUGH THERE ARE FEW TRADE FAIRS
IN REGION SERVED BY SINGAPORE, THAT IMC WILL INCREASING-
LY GO OFFSITE TO MOUNT EXHIBITION, SOLO IF NEED BE.) THE
U.S. TRADE CENTER IN FRANKFURT WAS CLOSED AND U.S. IMC
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COLOGNE ESTABLISHED IN JANUARY 1977.

2. BIC NOW HAS ENOUGH EXPERIENCE WITH IMC FACILITY TO
CONSIDER USING TECHNIQUE IN OTHER COUNTRIES. CONSEQUENTLY
WE PROPOSING IN FY 79 BUDGET SUBMISSION CONVERT PARIS AND
MILAN TRADE CENTERS TO IMC'S. IN PARIS THIS WILL INVOLVE
MOVING TO SMALLER QUARTERS. THERE WILL BE NO REPT NO MOVE

IN MILAN.

3. IN FIRST YEAR OF OPERATION (FY 1979), WE ANTICIPATE
PARIS IMC PRODUCING FIVE MAJOR EXHIBITS IN FAIRS IN
FRANCE, BELGIUM, AND HOLLAND.

4. MILAN FIRST YEAR OPERATION ALSO FY 1979. ANTICIPATE
DOING TWO OFFSITE SHOWS IN FAIRS AND FOUR IN IMC FACILITIES.

5. THROUGH PARTICIPATION IN MAJOR FAIRS, IMC ABLE EXTEND
TO AMERICAN EXPORTERS OPPORTUNITIES TO MAXIMIZE THEIR EX-
PORT POTENTIAL IN MANNER NOT REPEAT NOT POSSIBLE UNDER
TRADE CENTER CONCEPT WHICH FUNCTIONED UNDER CONSTRAINTS
OF SIZE AND LOCATION.

6. WHILE OFFERING TRADE FAIR PARTICIPATION ON ONE HAND,
IMC CONTINUE PROVIDE COMPLETE RANGE OF COMMERCIAL SERVICES
AND PROGRAMS ESPECIALLY DESIGNED ASSIST U.S. COMPANIES
FIND NEW MARKETS AND NEW DISTRIBUTION OUTLETS FOR THEIR
PRODUCTS. SMALL EXHIBITION FACILITY OF APPROXIMATELY
1500 SQ. FT. FULLY EQUIPPED WITH CONFERENCE AND MEETING
FACILITIES. IT IDEALLY SUITED FOR BUSINESS SPONSORED
PROMOTIONS, NEW PRODUCT INTRODUCTION DISPLAYS, SEMINARS
AND MEETINGS.

7. PLANNED FY 79 EVENT SCHEDULES FOR MILAN AND PARIS
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IMC'S FOLLOWING BY SEPTTEL.
CHRISTOPHER

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